

SERFF Tracking #:	GLAA-128573506	State Tracking #:	Company Tracking #: GLA-ADDCHG 07/2012
State:	Arkansas	Filing Company:	Guggenheim Life and Annuity Company
TOI/Sub-TOI:	A10 Annuities - Other/A10.000 Annuities - Other		
Product Name:	Address Change Endorsement		
Project Name/Number:	/GLA-ADDCHG 07/2012		

Filing at a Glance

Company:	Guggenheim Life and Annuity Company
Product Name:	Address Change Endorsement
State:	Arkansas
TOI:	A10 Annuities - Other
Sub-TOI:	A10.000 Annuities - Other
Filing Type:	Form
Date Submitted:	07/16/2012
SERFF Tr Num:	GLAA-128573506
SERFF Status:	Closed-Approved-Closed
State Tr Num:	
State Status:	Approved-Closed
Co Tr Num:	GLA-ADDCHG 07/2012
Implementation	On Approval
Date Requested:	
Author(s):	Carol Lamey, Gary Newman, Randy Graves
Reviewer(s):	Linda Bird (primary)
Disposition Date:	07/20/2012
Disposition Status:	Approved-Closed
Implementation Date:	
State Filing Description:	

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General Information

Project Name:	Status of Filing in Domicile: Pending
Project Number: GLA-ADDCHG 07/2012	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments: Filed simultaneously in the companies domicile state of Delaware.
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 07/20/2012
	State Status Changed: 07/20/2012
Deemer Date:	Created By: Gary Newman
Submitted By: Gary Newman	Corresponding Filing Tracking Number:

Filing Description:

This filing is to submit an address change endorsement for Guggenheim Life and Annuity Company. The administrative office of the company is changing from 10689 North Pennsylvania, Suite 200, Indianapolis, Indiana 46280 to 401 Pennsylvania Parkway, Suite 300, Indianapolis, Indiana 46280. This is a new form and is not meant to replace any form currently on file with your department.

The endorsement, form number GLA-ADDCHG | 07/2012, will be sent to all current policy owners that have annuity contracts in force with the company. The endorsement will also be attached to and used all new annuity policies issued from previously approved annuity policy forms.

Company and Contact

Filing Contact Information

Randy Graves,	randy.graves@guggenheiminsurance.com
10689 N. Pennsylvania St.	317-574-2879 [Phone]
Suite 200	
Indianapolis, IN 46280	

Filing Company Information

Guggenheim Life and Annuity Company	CoCode: 83607	State of Domicile: Delaware
10689 N. Pennsylvania Street	Group Code: 431	Company Type:
Suite 200	Group Name:	State ID Number:
Indianapolis, IN 46280	FEIN Number: 43-1380564	
(317) 574-2879 ext. [Phone]		

Filing Fees

Fee Required?	Yes
Fee Amount:	\$50.00
Retaliatory?	Yes
Fee Explanation:	\$50.00 per form in Delaware
Per Company:	No

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Company	Amount	Date Processed	Transaction #
Guggenheim Life and Annuity Company	\$50.00	07/16/2012	60902140

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved-Closed	Linda Bird	07/20/2012	07/20/2012

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Disposition

Disposition Date: 07/20/2012

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Third Party Authorization Letter		Yes
Form	Address Change Endorsement		Yes

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Form Schedule

Lead Form Number: GLA-ADDCHG 07/2012							
Item No.	Schedule Item Status	Form Number	Form Type	Form Name	Action/Action Specific Data	Readability Score	Attachments
1		GLA-ADDCHG 07/2012	POLA	Address Change Endorsement	Initial:	57.000	GLAC address change Endorsement.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages

This Endorsement is attached and made a part of the Contract or Policy to which it is attached. If any provisions of the Contract or Policy conflict with the Endorsement, the provisions of the Endorsement will apply.

Change of Address

Any reference to 10689 North Pennsylvania, Suite 200, Indianapolis, Indiana 46280 is deleted and replaced with:

401 Pennsylvania Parkway, Suite 300, Indianapolis, Indiana 46280

Guggenheim Life and Annuity Company



Jeffrey S. Lange

President

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Supporting Document Schedules

		Item Status:	Status Date:
Satisfied - Item:	Flesch Certification		
Comments:			
Attachment(s):			
Readability Cert -.pdf			

		Item Status:	Status Date:
Satisfied - Item:	Third Party Authorization Letter		
Comments:			
Attachment(s):			
Third Party Authorization - NICS.pdf			

READABILITY CERTIFICATION

Company Name: Guggenheim Life and Annuity Company

NAIC Number: 83607

FEIN Number: 43-1380564

Subject: Address Change Endorsement, GLA-ADDCHG | 07/2012

As an officer of Guggenheim Life and Annuity Company, I hereby certify that the following form achieves a Flesch score that meets or exceeds requirements as follows:

<u>Form Number(s)</u>	<u>Flesch Score</u>
<u>GLA-ADDCHG 07/2012</u>	<u>57.0</u>

Daniel J.
Towriss

 Digitally signed by Daniel J. Towriss
DN: cn=Daniel J. Towriss, o=Guggenheim
Life and Annuity, ou,
email=Daniel.Towriss@guggenheiminsuranc
e.com, c=US
Date: 2012.07.15 23:20:19 -04'00'

Daniel J. Towriss, Secretary

July 15, 2012
Date

GUGGENHEIM

GUGGENHEIM INSURANCE
10689 N. PENNSYLVANIA ST.
SUITE 200
INDIANAPOLIS, IN 46280

April 18, 2012

To Whom It May Concern:

Please allow this letter to serve as authorization for Newman Insurance Compliance Solutions ("NICS"), LLC to make product form filings on behalf of Guggenheim Life and Annuity Company and any of its subsidiaries. NICS will serve as a compliance consultant on our behalf.

Sincerely,

A handwritten signature in black ink, appearing to read "Daniel J. Towriss". The signature is fluid and cursive, with a large initial "D" and "T".

Daniel J. Towriss
Secretary